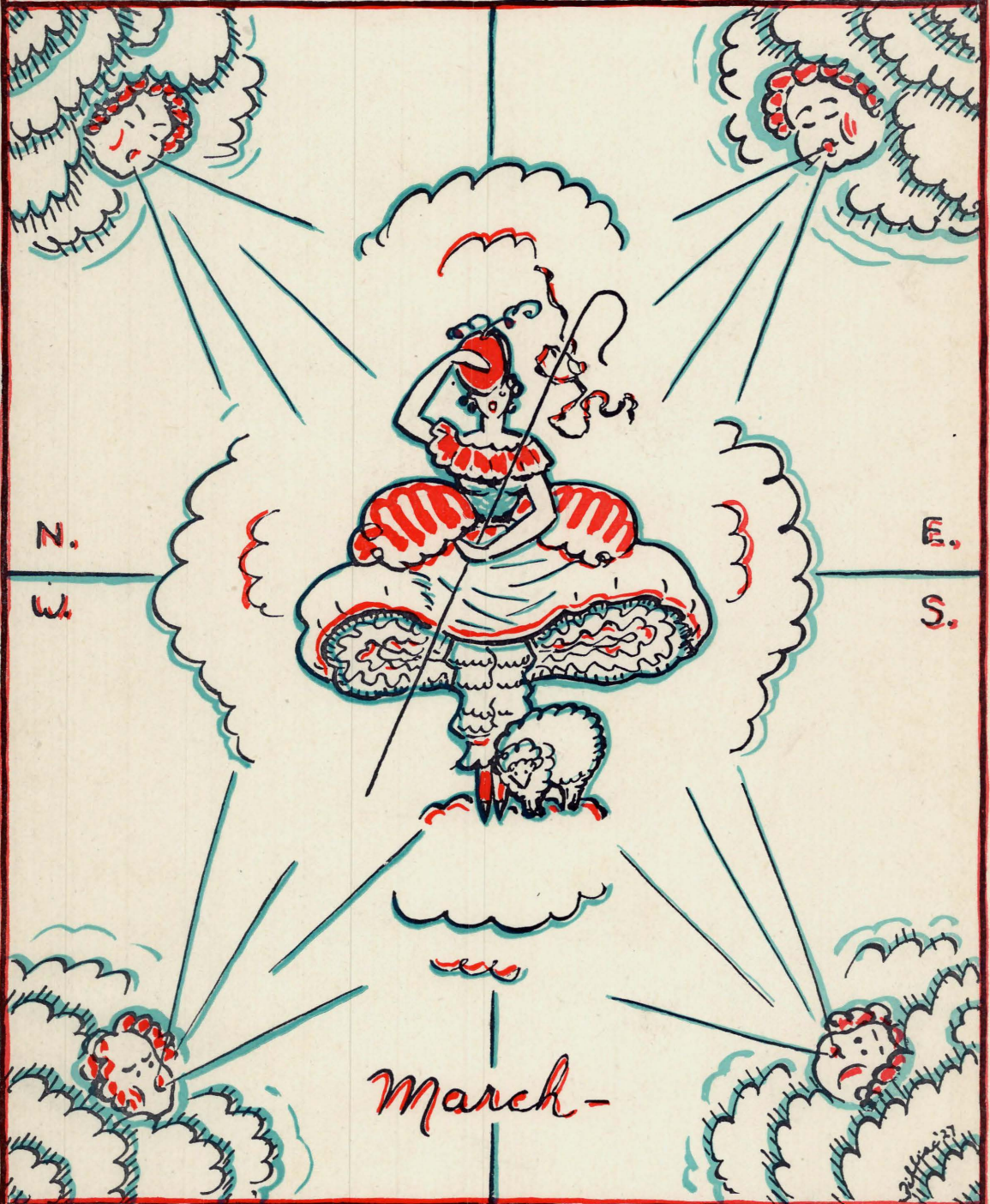


The Storagram.



Kaufmann's, Fifth Avenue,
Pittsburgh.

LIFE

WHAT'S life? A story or a song;
A race on any track;
A gay adventure, short or long,
A puzzling nut to crack;
A grinding task; a pleasant stroll;
A climb; a slide down hill;
A constant striving for a goal;
A cake; a bitter pill;
A pit where fortune flouts or stings;
A playground full of fun;—
With many any of these things;
With others all in one.
What's life? To love the things we see;
The hills that touch the skies;
The smiling sea; the laughing lea;
The light in woman's eyes;
To work and love the work we do;
To play a game that's square;
To grin a bit when feeling blue;
With friends our joys to share;
To smile, though games be lost or won;
To earn our daily bread;—
And when at last the day is done
To tumble into bed.

GRIFFITH ALEXANDER.

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it



Published monthly by and for the Fellow-workers of Kaufmann's, "The Big Store", printed and bound in our own printing shop

Vol. VIII

Pittsburgh, Pa., March

No. 2

We Roll Up Registrations In The Progressive Retailing Course



I wish to congratulate the Progressive Retailing Registration Committee, pictured above, and all others who helped to arouse interest in the course, for their successful efforts, and to thank them for their enthusiastic support. I wish to congratulate all who are taking courses, for enrolling in such large numbers. This is further evidence of a progressive attitude on the part of Kaufmann Fellow-workers.

HELENA L. FITZSIMMONS, Director of Training

When a goal is set and you reach that goal—fine! But when that goal is reached and surpassed—that's a real feat! This is what happened in Kaufmann's during the drive for Progressive Retailing registrations. We set our goal at one thousand and went over the top. This means that we have the largest registration of any store in the city, and there are eight stores whose employees have the privilege of taking these courses. We "beat last year"—as every department store should—by having almost four times as many registrations as we had last year.

Fellow Workers, we are proud of you and want to thank each one for your splendid cooperation. We have proof that you are alive to opportunities for enlarging your field of knowledge.

Mr. Goldstein started the ball rolling by talking

Progressive Retailing in the Buyers' Meeting. The Buyers and Assistant Buyers and Non-selling Department Managers had the "fever" and talked it in department meetings, urging their people to register for the courses. They were on committees and some of them registered for the courses.

It is to the earnest efforts of the Floor Superintendents and their crew that a great deal of the credit is due. Each Superintendent acted as a nucleus around which was built a committee to spread the glad news throughout the house. How could any committee do anything but excellent work with such spirit in back of them and such an endless source of enthusiasm as is always furnished by the Superintendents of our various floors? It reminds us of the old time school boys' snow ball increasing in speed and volume as it rolls along.

Each floorman served as a committee of one, corralling many into the ranks from his individual section.

There are five 100% departments:

Lamps
Ladies' Gloves
Mens' Hose
Basement—Infants' Wear
Basement—Corsets

The Lamp Department's registrations include Miss Fisher, the Buyer. Mr. Rosenberg, Buyer of Men's Hats is also taking courses.

Results show how all threw themselves into the spirit of it and cooperated to the fullest. We joined forces to make this project a success. Who in the whole store did not have a finger in the pie?



Miss Eleanor Klicker and Miss Eleanor Clancy of the Training Department—tireless workers in the Progressive Retailing Registration Campaign.

The floors competed for the highest honors in percentage of registrations to the number on the floor with results as follows:

FLOOR	REGISTRATIONS	PERCENTAGE
Basement.....	119	64.3
First.....	182	83.9
Second.....	27	31.4
Third.....	90	95.7
Fourth.....	79	70.5
Fifth.....	139	73.2
Sixth.....	91	64.1
Seventh.....	102	92.7
Eighth.....	35	35.3
Ninth.....	57	67.0
Tenth.....	208	47.8
Eleventh.....	14	29.8
Twelfth.....	11	11.5
S. Contingents....	21	23.3
Extras.....	1	

Of course the Charters' Trophy is not yet won. Only by rigidly keeping to the proverbial "straight and narrow" can we win out in the race. Attendance must be as nearly one hundred per cent as it is humanly possible to make it. Don't let even a good "date" keep you away on Monday nights.

STIMULATING THOUGHTS

1. The darkest hour in any man's life is when he sits down to plan how to make money without earning it.
2. The Best Boss doesn't boss; he inspires Exchange.
3. The man who arrives many mornings at his work "all in" will soon find himself out.
4. Hateful to me as the gates of Hades is he who hides one thing in his mind and speaks another.

The Buyers' Meeting

"Human Interest in Advertising" as the topic for discussion at the March Buyers' Meeting, had been previously announced. That there was much interest in the subject was shown by the large attendance.

Mr. Paley, Chairman, turned the meeting over to Mr. Weston, Sales Manager.

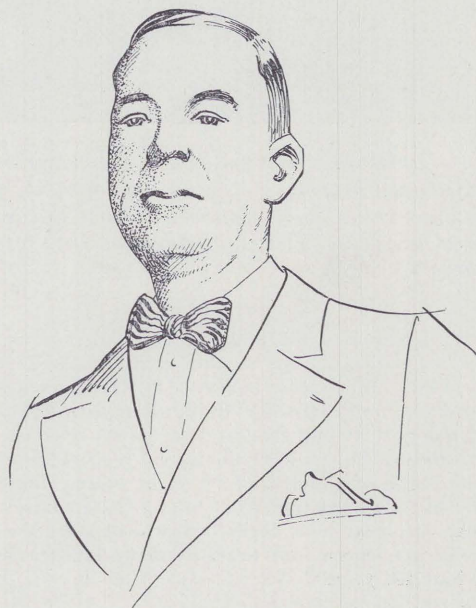
Mr. Weston opened the subject "Human Interest in Advertising" by giving a general resume of advertising: its growth and development, the new trend as seen in Macy's ads in the New Yorker, store policies in advertising, the need for co-operation between buyers and the advertising offices, advertising difficulties, advertising plans and organization.

Mr. Angle, Advertising Manager, read a paper in which he enlarged upon one point made by Mr. Weston—human interest in advertising. He cited specific and interesting examples which showed its value in dollars and cents. He emphasized, also, the necessity for buyers giving sufficient information about their merchandise, to help the copy writers get this human interest appeal.

Those who have wondered what advertising is anyway had that clearly explained by Mr. Goldstein in his discussion "What IS Advertising All About."

Miss Lee, Manager of the Adoria Beauty Salon, told how she aroused woman's curiosity through her ads and thereby increased business.

Mr. E. J. Kaufmann forcefully summarized the meeting and its purpose when he said that we know how to do what should be done to get the best results but we do not always put it into practice.



This handsome man is Frank Shea of "Royal Vagabond" Fame. Now he's swinging us into glory with "Firefly". See the back cover.

TWELFTH FLOOR PARTY MEMORABLE

Attractive Decorations, Good Food, Pleasing Music,
A Shower of Gifts---All Contributed to Enjoyment.



It was truly a fine party by a genial group of people held in the Restaurant on the Thirteenth Floor on Thursday, February seventeenth, when the fellow-workers of the Marking and Receiving Room gave a dinner and shower for Miss Rose Beresford who left on February 19, to be married. Seventy-nine sat down to a very attractively decorated table arranged in the shape of a "T".

Mr. Reizenstein wasn't able to be present for the whole dinner, but he started the evening off right with a tribute to Miss Beresford, and the fine work she has done during her twenty years with the Store.

The menu printed below says worlds for the food, and the violin music, by Miss Grace Craig, piano accompaniments by Miss Thelma Lightheart, and songs by Mr. Andrew Moeslein furnished most enjoyable entertainment during the dinner and afterward.

Mr. King, Floor Superintendent for the twelfth and thirteenth floors, acted as toastmaster, and a very friendly and excellent one he made, too. He seems to think he's with a very good group at the top of the house.

Mr. Meyers—well, you know Joe—was in his best form. Much laughter!

(By the way, he was responsible for the terms that so vividly describe the food on the menu.)

Miss Maloney then presented Miss Beresford with lovely flat silver as a gift from the store. She has a way with her, Miss Maloney; she expressed warmly and sincerely the Store's appreciation of Miss Beresford's services, and their wishes for her happiness.

On the scene next came a truck, heaped high with gifts from members of the department for Miss Beresford. Such a pile of gifts, and such beautiful and practical gifts you never saw assembled in one spot for one person! Towels galore, luncheon sets, bedspreads table linen, tea set, mirror, serving tray, pillow cases, electric iron, electric toaster, blankets, and others, all tissue papered and be-ribboned came in an endless number, apparently, out of the truck. Heaps and heaps of good will and best wishes went with the gifts from all the departments.

Dancing followed, and the party was over. It was certainly a most enjoyable evening. "We hope to be invited again, not just for the food, either," said the guests, who included Miss Maloney, Miss Fitzsimmons and Mr. Meyers.

Kaufmann's loss is Mr. Holdsworth's gain

ROSE BERESFORD

is going to be married

That's the reason for
THIS DASH FOR HASH

COCKTAIL, HO! HUM!
Not Manhattan, Just Fruit

FLAPPER WITH DRESSING

It's unusual, but dressing goes with this one

CANDIED SPUDS

You can taste the candy but you can't see it

PEAS

You eat the dish they come in

EDUCATED CABBAGE—HEAD LETTUCE

Treated by a French Chef with Russian Dressing

TEENIE WEENIE ROLLS

with
PETRIFIED COW

HOKI POKI

CAKES

Specially baked for cake eaters

JAVA

Only one cup to a customer

THURSDAY, FEB. 17, 1927



*A Clever
Sports Dress*

Spirited Fashions Proclaim the Advent of Spring

IN the spring a young man's fancy" may turn to thoughts of love—but the wise woman who is the usual woman, and nearly every woman, turns her thoughts to the new in fashion.

New ideas and styles, new clothes are her spring tonic, so delightful and irresistible are they.

Who couldn't imagine herself as the little lady in the upper left corner—waiting on the veranda of a country club—dressed in this country club frock? Embroidery as only the French can do, is the outstanding feature. With hand drawn work at the collar and on the sleeves, and the clever colors used on the bodice, who wouldn't be content to wait at the country club or elsewhere?

Perhaps at bridge, if one were dressed in the blue georgette by "Agnes", high score could easily be made. In the eyelet-embroidered waist and the knife pleated skirt one couldn't miss a trick!

Pleats are prevalent; pleats are paradoxical. They slenderize the over weight and curve the under weight. When one finds pleats in the skirt of a simple little street frock and that frock is embroidered with cherries so real as to be life like—do you wonder that the modish young lady walks with a bit of a swagger and a tilt to her chin? Imagine a vacation with such apparel in one's wardrobe.

What charm would be ours in the lovely evening gown designed by Robert of Paris. Imported? Yes, indeed! The bodice is studded with rhinestones, and the skirt of fringe is cleverly draped.

As for colors there are colors to please the moods of April; pastel shades for May. Individuality—personality—that is what Fashion portrays this Spring!



*A Simple
Little Street Dress*



*A Blue Afternoon
Gown by Agnes*



*A Charming Even-
ing Gown by
Robert of Paris*

Evidence That We Know How

A review of the February Service Shoppings brought to light the following examples of good service.

1. The customer said of Miss Lemon, in stationery, "There was no information about cards that she did not give me, in a most courteous manner."

2. Of Mr. Sack in Men's Sweaters a customer said: "He showed tact in selling a sweater similar to one I wanted. He is well acquainted with the stock and prices—also the quality and value."

3. "Mr. Trott of the Clock Department", said one customer, "is my idea of a perfect salesman. He approached promptly, displayed merchandise willingly, and showed me, unasked, most interesting electric clocks after he finished the sale!"

4. One customer says of Miss Flaherty, Leather Goods, "She is a very promising sales person. She knows her stock so well that one can't help but have faith in her judgment."

5. "It is a pleasure to buy magazines from Mrs. McIntosh. Every person to her is a customer," was said of this salesperson.

6. "She was very patient and agreeable in meeting my demands and questions," writes a customer of Miss Sullivan, Ladies' Skirts.

7. "Mr. Whitney"—says the customer, "satisfactorily sold me the idea of buying the best music roll he had."

8. Said a customer of Mr. Langhorne, "He showed real interest both in his department and in the customer. The service was excellent, the salesman attentive."

9. Of Mr. Gold, Men's Shoes, the customer said: "The salesman's ability in recommending other merchandise or styles was quite manifest. He is well acquainted with his department as to quality, stock and prices."

10. This customer writes of Mr. Beach, Oriental Rugs: "He was most interested in the manner of display—carrying the rugs to an open space in order to better display and compare the rugs."

11. "When asked for Radio suggestions for a boy just beginning to be interested in Radio, Mr. Reynolds was logical and ready with his suggestions, knows his stock well—the in and outs of radio in general; and was very courteous and interested."

12. "So well does Mr. Hirsch display overcoats" writes a shopper, "it is difficult to keep from buying."

13. Mr. Geis of furniture "is accommodating in manner and has a pleasant way of handling a prospective buyer of furniture."

14. Miss Dempster, Ladies' underwear, "was so quick to find just what I wanted yet so attentive, that I feel she is an unusual salesperson."

15. Miss Berkowitz, Ladies' Coats, "is an unusual salesperson." In this customer's mind, "she was willing to display merchandise and was enthusiastic about it."

16. A customer said of Miss Buester: "She suggested with real interest, courtesy and enthusiasm, small wheeled bicycles as a substitute for the tricycle for which I had asked."



Here and There Around the Store

Snow-capped Mountains—supreme and stupendous! gigantic waterfalls! Magnificent canyons! peaceful lakes.

If you would see the beauties of the American National Parks transcribed on silk, take the first car up or the escalator to the silks on sixth. Mallinson and Company, in the American National Park series, have caught the glory of old Faithful and the foaming waters of the Yellowstone, the Bridal Veil Falls, lovely and sparkling, the intense blue loveliness of Crater Lake surrounded by magic mauve-pinks—splashes of red orange and gray green. Perhaps none is more lovely than the one taken from the Grand Canyon of Colorado. It is a tale of high adventure and romance written in silk. Paradise Valley! Ice Berg Lake! Pike's Peak! Rainbow Peak! Rainbow Bridge—all are pictured in this marvelous and unusual silk series.

Have that young feeling? Then the second floor—sports—is the place to call. It's as good as a tonic and eight hours sleep!

There is to be found the perennial golf school, with the busy Mr. Whittingham in plus four knickers; a compact exercise machine, the Pulmotor, that is as hard to resist as fishing tackle or playing hooky from school. Then try sitting in the spring steel chairs that go with the garden set, the big green umbrella and the table. They are more comfortable than cushions. What more could you want!

"The Flowers That Bloom in the Spring"—call the Seventh Floor with its flower display, a garden show,—nature run riot, or what you will. It is beautiful. One could almost imagine a babbling brook—and singing birds. The flowers were real beyond description—and colored with the rainbow. It is altogether lovely. By all means see the display!

On the ninth floor, Fifth Avenue side, is the Chintz House. Cretonnes and Chintz are used for shades on the windows, for chair covers; piles of comfy snugly cushions tempt the most "unsquiggly" of us to snuggle. The walls are chintz and cretonne draped. The latest in color and designs are displayed.

While there—notice the electric lighted pillars that display curtains and draperies to the best advantage



Chapel of Italy

Read Your Way Around The World

Have you often wished, when your attention was caught by one of those stunning posters advertising foreign countries, that you could start right off on foreign travels? Few of us are fortunate enough to act on the impulse, and with a sigh of regret we give up all hope of seeing those fascinating scenes in far-away places.

But there are books of travel that are real wizards—books so true to the life they describe that they whisk us away to foreign shores and we seem to travel, while we sit comfortably at home.

Russia with her weird music and dancing, gay Paris the fashion capital of the world, Holland with her famous dykes, Norway with her midnight sun, the majestic Alps of Switzerland, sunny Spain and picturesque Italy—all beckon us in books.

Africa, teeming with adventure; Asia, luring the explorers to the heights of Mt. Everest, whose summit has never yet been reached by man; Asia Minor, Australia, where many of the plants and animals grow in a manner reverse to natural law. All of these strange scenes you can visit through books of travel. Through books, too, you can become acquainted with people of the other Americas and know their countries with their different climates and customs.

Our neighbor, Canada, a land of scenic beauty, invites you to visit her through books. And if you think of Alaska as a land of ice and snow, you have much to learn about the other side of Alaska. Wonderful flowers and great crops of grain are grown there.

New Books of Travel are ready for circulation now. Make your selection early and start your "Fireside Travels 'Round the World."



A Street Scene - Spain

If a salesperson can leave study out of his profession, why should not a physician do the same?

Would you engage such a physician?

Invitation to Visit Carnegie Institute of Technology

A special invitation is extended to all readers of "Storagram", Kaufmann's to attend the Annual Exhibition at Carnegie Institute of Technology on Friday night, April 22, from 7:30 to 10:30. Practically every department will be open for inspection with both day and night students at work in the numerous shops, laboratories, and studios in the four colleges.

Special programs will be presented in some of the departments. In the College of Fine Arts, music recitals and dramatic plays will be given throughout the evening. In the Margaret Morrison Carnegie College women students will be at work on cooking and sewing problems, while the students of the Science Department will conduct scientific experiments and tests in the laboratories of this college. Demonstrations of electrical phenomena, experiments in chemistry, and tests with unusual mechanical contrivances will be seen in the College of Engineering, while the shops and laboratories of the College of Industries will again be featured with students at work in each.

Exhibits of unusual interest will be the Bureau of Metallurgical Research in the Science Building; the Mine, located underneath the Department of Mining Engineering, in the Science Building; the electrical laboratories in both College of Industries and Machinery Hall; the Foundry in the College of Industries where special demonstrations of pouring molten metal will be made; the full-size stucco bungalow which has been erected in the Masonry and Concrete Shop in the College of Industries; and the \$400,000.00 gymnasium, with its separate facilities for men and women, and the swimming pool, the largest in the city.

According to the announcement, the Annual Exhibition will be open to the public, with no admission charge or ticket required. It will be an evening well spent to visit it, if reports from former years are an indication.

Extract from a letter from Carnegie Institute of Technology

ENTIRE BOOK DEPARTMENT ENROLLS IN BOOKSELLERS COURSE

The Booksellers' Association of Pittsburgh in conjunction with the Retail Research Bureau of the University of Pittsburgh has organized a class in salesmanship as applied to the art of bookselling.

Classes are held every Tuesday evening from six-thirty to seven-thirty at Horne's. This course will continue until May seventeenth, during which time such men as John Farrare, editor of the Bookman, Professor Hunt of Pittsburgh University, representatives of publishing companies and librarians from Carnegie Library will address the meetings.

All members of Kaufmann's book department have enrolled, three people from the training department (Miss Fitzsimmons, Miss Buland and Miss Hunter), and Mr. Hotchkiss.

The class found most interesting and instructive, the talk given by Mr. Ben Huebsch of the Viking Press.

THE SPRING FASHION REVUE

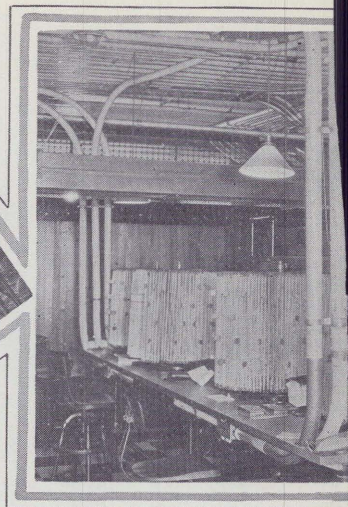
REPRESENTING THE MODE IN ALL ITS PHASES



In a beautiful setting, strikingly original, The Spring Fashion Revue, presented the last word in the mode for the season. Authentic in every detail, costumes for every daytime and evening occasion were presented in the showing. The models were brought to Kaufmann's from New York for this occasion.

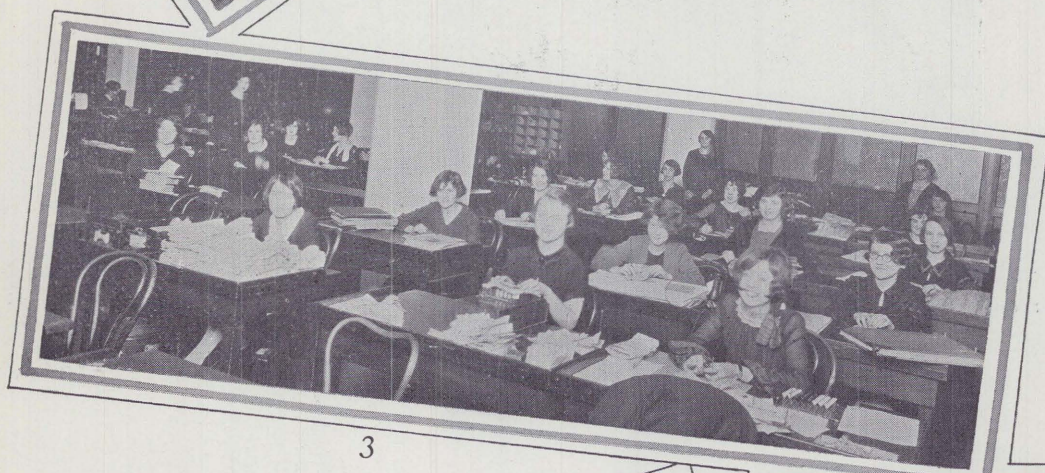
Appealingly lovely, the wedding furnished a climax to the Fashion Revue. The bridal gown, a bouffant model of white satin and tulle with pearl sash, was exquisite and effective.





KNOW YOU

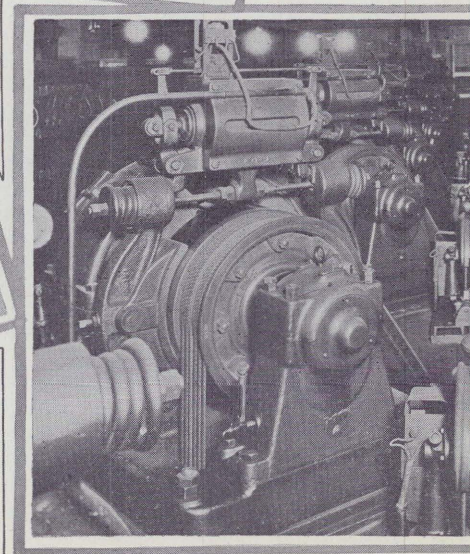
Each picture in this group represents a different room in the school.
Can you identify them?
If not, turn to page sixteen for the answers.

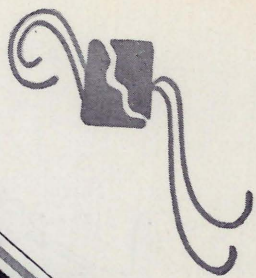
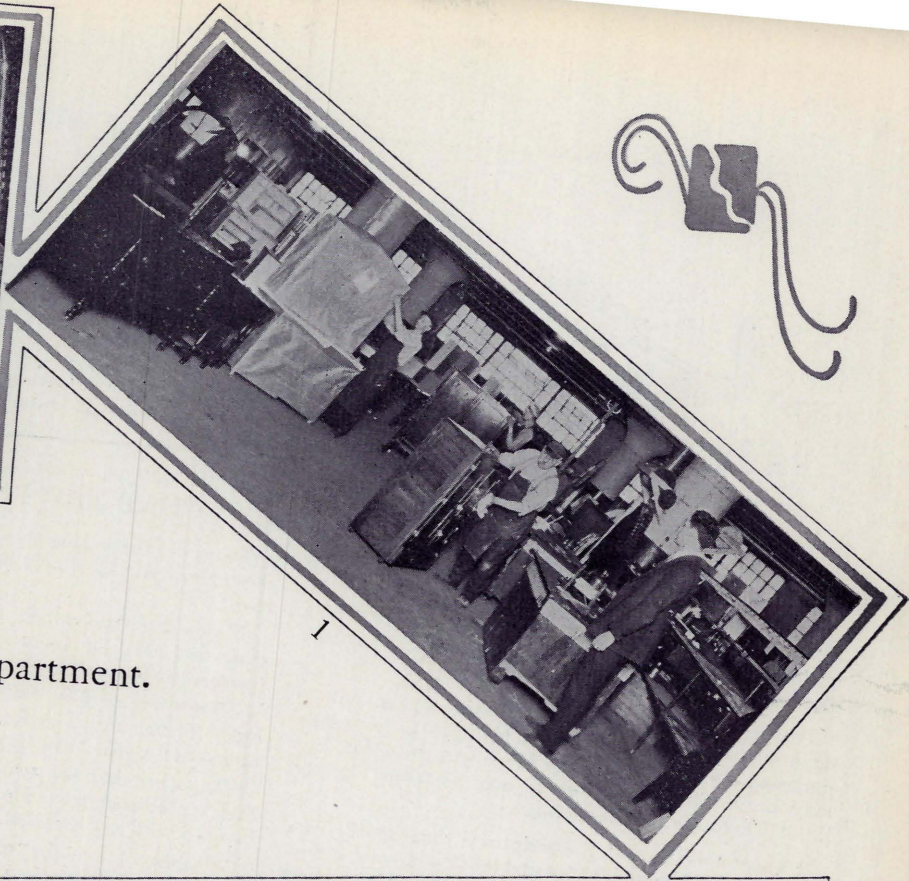
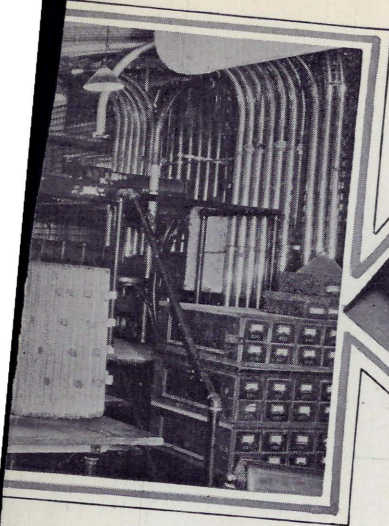


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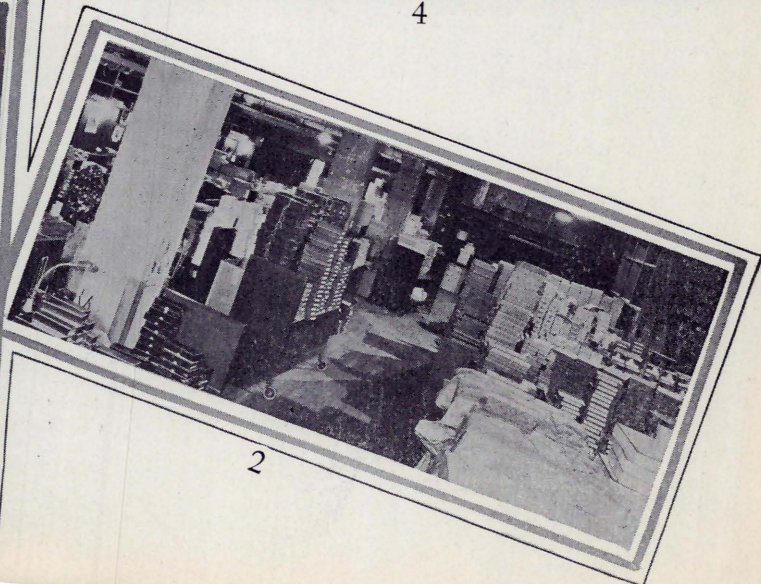
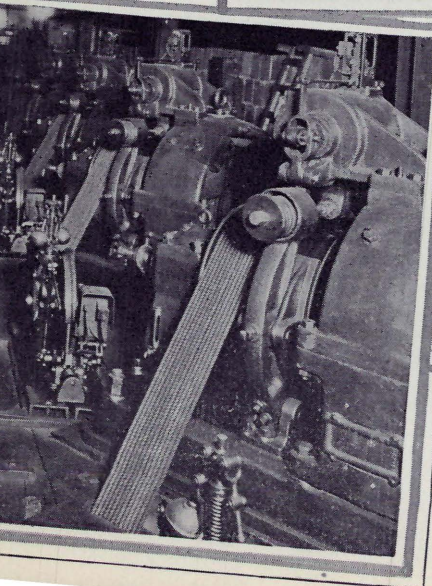


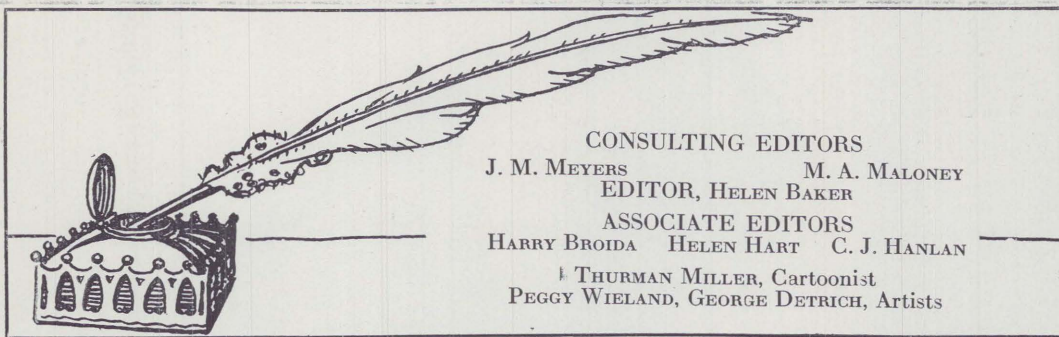
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OUR STORE
presents a different department.
he answers.





HAVE A HOBBY

"OF what did he die?" I asked our mutual friend, the family physician.

"He had one of those insidious diseases which attack business men," was the answer. "He died from lack of a hobby."

It is rare to find a successful business man now-a-days who does not cultivate a hobby. It is usually participation in some sport or forming a collection, but may be in the doing of some manual labor like the late Gladstone's tree-chopping.

I know a man, past the scriptural three-score years and ten, who does skilled manual labor in a great industrial plant and never misses a day. Mind and body look good for twenty years more. He takes good care of his body. His mental interests are many but his hobby is a collection of postage stamps and rare coins which those who know about such things assure me is one of the finest extant.

Another man is the active head of a mammoth retail establishment. He collects autographs and brings to their pursuit the same keen concentration which has made his store one of the greatest in the country.

The chef of my club collects books about pirates and in the practice of this exhilarating hobby has met with astonishing experiences and formed broadening relationships.

A manufacturer, whose problems call for intensive mental strain, may be seen night after night in a local orchestra, coaxing music from a violin.

It is rare, indeed, nowadays, to find a man who is both successful and long-lived who does not practice hobby-riding.

You will find yourself capable of greater accomplishment in your daily task, will enjoy life more and add years to it, if you will acquire a hobby. It makes little difference what it be. Only let it be something you really enjoy doing—not something which you think you ought to do or something that some successful man has adopted as his hobby. Pick out something which will add to the ecstasy of living.

It isn't necessary—as often suggested—that it be something entirely out of your daily routine. I have always felt that the sailors who spend their shore-leaves in New York in paddling around the little lake in Central Park in dinky row boats must have stumbled on a helpful idea. Rug study might well be developed as a hobby by many a rug salesman."

WHAT THE PUPPIC WANTS

There are three drug stores near my home. When I moved into our locality I began trading at the nearest one.

Maybe I'm dead wrong, but when one goes to a drug store and asks for an article as staple as camphor, I feel that he has a right to expect to get it.

After three or four calls and I was met with "just out," I, naturally, drifted to another store and for more than a year have traded there.

The other day the owner of the drug store where I first traded met me. He asked why he had not been favored with my business.

"Frankly," I said, "when I went to your store I found you were out of so many every day needs. I've been trading at the corner because they almost always have what I want."

"Well, I'm sorry about that. That's because my clerks are so terribly negligent about putting things down," he replied.

Who really was at fault didn't interest me. The drug store carried the censure—not his salesforce.

It is ever thus—negligence and indifference on the part of an employee casts a reflection upon the management of any business organization. The buying public condemns the business and not the individual at fault.

It may be well to look to our own stocks to assure ourselves that we are not creating dissatisfied customers by being out of staples. In Bullock's our staple stocks should be complete at all times. The sincere use of our Want Slips will enable us to have our stocks in first-class condition at all times.—*The Bullock Way.*



When the scoffers scoff, and the mockers mock,
And the knockers stand at the side and knock,
Just roll up your sleeves and buckle in,
And stick to your task, and you're bound to win.
If the thing's worth while you are sure to hear
The doubters doubt and the jeerers jeer;
For never a victor has risen yet
But somewhere the jibes of the wise has met.
So, deaf to the scoffers, just work along;
And stick to your dream till you know it's wrong,
And toss them a smile when you hear folks mock;
It's a healthy sign when the knockers knock.

Detroit Free Press



13th Birthday Basement Sale

The 13th Birthday Basement Sale started off with a bang at a mass meeting of the entire basement force Friday evening, February 25th.

Mr. Traub and Mr. O'Donnell featured the cake in their speeches, Miss Buland the frosting and the fixin's, and Mr. Joe Meyers the apple sauce.

Each salesperson was given a card on which was written last year's sales for each day of the anniversary, the sales expected this year, and a space for sales actually made.

There was also an honor banner. Each day the department making the biggest percentage of increase over last year had the banner for the day.

The honor departments were:

Children's wear

Coats

Dresses—two days

Infants' wear

Ladies' underwear—three days

Mens' furnishings—two days

The sale will go down on record as being a good one.

There was no mad rushing about, business was consistently good. The spirit of the entire force was a fine friendly one—the thing that makes "Beating Last Year" possible.

"The Principles of Organization Applied To Modern Retailing," by Mr. Paul M. Mazur written for the National Retail Dry Goods Association was published recently. It has aroused a great deal of interest and has caused much controversy in the retail world. The Training Department has two copies to lend to fellow-workers who may wish to read it. There is a waiting list already.



This picture of Mrs. John Fuchs came too late for the February Number; but it's so good we want you to see it. Mrs. Fuchs (formerly Miss Louise Dunkle) it will be remembered, was recently our Assistant Employment Manager.

"Zeke"



Kamp Kaufmann, Kaufmann, Pa.

DEAR FOLKS:

It's kinder cold up here right now, but it's grand. You mightn't think they was much doin' 'round here when Kamp Kaufmann aint open, and I'll admit that me an' the pig does get kinder lonesome fer you folks and the good times that makes this place the liveliest spot on the map in the good old summer time. But even now I want to tell you that they's a lots of good times up here to Bear Run. Next Saturday's they's goin' to be a big oyster supper over to Ohio Pyle. Guess you all wishes you was me now! Hoping to see you all, each an' every one of you at Kamp Kaufmann next summer, I am,

Very truly yours,

ZEKE.

* * *

Fer the benefit of them that don't know neither me nor the pig I wish t' say it's me leaning against the fence. It's plain t' see which is the heartiest, because of the fact that I eat some of my meals in town an' th' pig don't.

* * *

The night classes in Retail Trainin' may not do some people that is takin' them no good, but it's a cinch it'd not do no harm t' a lot that aint takin' 'em.

* * *

There aint nothin' makes a feller no more embarrassed than t' have his big car pulled outer a rut by a flivver, sez Engineer Lee.

* * *

Nobody aint never said nothin' t' me about the things I've wrote about 'em, so I reckon it's not made nobody mad. I hope not anyways.

* * *

It's gettin' so anymore that Sunday don't hardly mean nothin' but a smile an' a clean handkerchief.

* * *

Mr. Weiland says to me th' other day, he says, "F'r'm the way some families is allus ridin' 'round in their automobiles, it's a wonder they don't put a door bell on their car an' call it home," He's right at that!

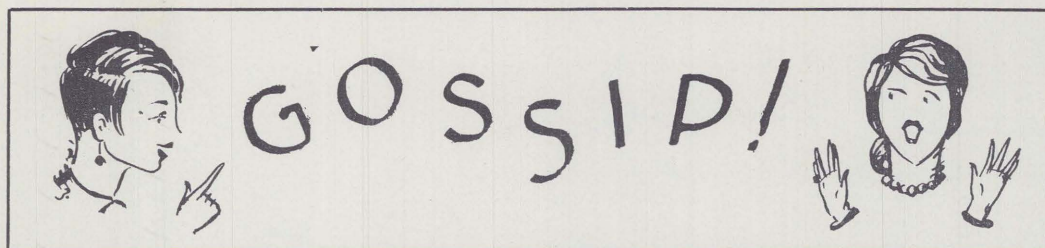
FOUND

A pair of black kid gloves.

A rosary.

A class ring.

The owners may call at the Timekeeper's Office for them.



REPORTERS

Basement, Miss Rose Esstreicher, Dresses
1st Floor, Mr. David K. Thompson, Jewelry
Mr. Maurice Simon, Drugs. Miss Edith Lemon, Stationery.

2nd Floor, Miss Ruth Barry, Sweaters.

3rd Floor, Miss Ethel Miller, Infants' Wear.

4th Floor, Mr. Saul Shaeffer, Misses' Dresses.

5th Floor, Miss Margaret Betler, Millinery.

Mr. Dave Gluckman, Shoes.

6th Floor, Mr. Alfred Greer, Wash Goods.

Miss Margaret Epstein, House Dresses.

7th Floor, Miss Martha Schilling, House Furnishings.

8th Floor, Mr. Nick Kolling, Furniture.

9th Floor, Mr. J. Walter Derby, Draperies.

10th Floor, Miss Rebecca Sobel, Auditing.

11th Floor, Miss Virginia Parsons, Gift Shop.

12th Floor, Mr. Jack Lagorio, Stock Room.

Forbes Street, Paul J. Gavin, Delivery, Joe Hadley, Garage.

N. S. S. S., Richard Smith.

BASEMENT

Department 126 claims a list of notables that would require a special edition of the Storagram to write up. For instance, there's "Leftenant Lample" who can, so they say, take a gun trigger apart and live to tell the tale.

Betty, from the Basement Underwear Section, was transferred to the Men's Clothing Department, as cashier.

Adam, from the Tenth Floor, took Joe's place as package collector in the Basement while Joe was ill. We're glad to welcome Joe back, and we miss Adam.

Mr. Frank Protzman was called to his home in Morgantown, W. Va., by the death of his father. We extend to Mr. Protzman our sincere sympathy.

TOILET GOODS

Miss Rogner entertained a jolly crowd of Fellow-workers at her home recently. Ann McDermott and Bella Goldstein were the "life of the party."

The department extends to Mr. Loughry sincere sympathy in his recent bereavement.

We are glad to welcome back Mrs. Hesbitt.

Robert Avondo, of the drug stockroom, has been away on account of illness. We wish him a speedy recovery and an early return to the store.

Miss Helen F. Griffin, buyer of Women's Gloves, sailed for Europe on the Leviathan on March 19th. We wish her a comfortable voyage and all success throughout her travels.

STATIONERY

Too bad, Mary, you had to hurt your knee—to say nothing of your new hosiery. But we understand that the knee, at least, is all right now.

Harry, remember—you're allowed to be the best man only once more; then you're doomed forevermore to eternal bachelorhood!

MEN'S CLOTHING

Congratulations, Mr. Morris! As Assistant Buyer in Men's Clothing, you have our best wishes for your success.

"G M C Trucks"—that's what Pottinger calls the Return Merchandise Trucks. He says it stands for "Give Me Credit."

INFANTS' DEPARTMENT

The Infants' Department welcomes Miss Lloyd, the nurse, who has joined us recently.

Irene Gminder has been making frequent trips to the Drapery Department. Of course there's a reason. And we hope the Drapery salespeople are doing all the suggestive selling possible. There's probably a whole apartment to be furnished, or is it to be a bungalow, Irene?

HOUSEFURNISHINGS

Miss Boyce, of the Bathroom Fixtures Section, has been at home for several weeks with a badly sprained ankle.

Well, Mrs. Porter, when's that housewarming coming off? We're all prepared with hip boots for those country roads!

Wonder what it means when Callahan goes around the Overall Section these days, singing, "California, Here I Come."

FURNITURE DEPARTMENT

The men of the Furniture Department are still enthusiastic over the splendid talks given recently by Mr. I. D. Wolf and Mr. James H. Greene at the Progressive Retailing Course. Mr. Wolf outlined the "Prospects for 1927" and Mr. Greene spoke on "Memory and Friendliness."

Mr. Charles Rebsher—yes, we mean "Cap. Rebsher—the popular furniture artist, recently left for California, where the Rebsher's have gone for Mrs. Rebsher's health. "Cap's" modesty prevented the giving of a farewell banquet, but he had to accept the farewell gifts that all the men presented. We wish him and Mrs. Rebsher godspeed and good health—and a happy return to our midst.

GIFT SHOP

The Fellow-workers of the eleventh floor were all more than pleased to see Martha Williams of the Gift Shop back on the job after an illness of several weeks.

Mr. Ascherfeld of the Piano Department has just returned from a trip to Boston and New York.

* * *

THE MUSICAL INSTRUMENT DEPARTMENT

The Musical Department has obtained the exclusive rights on "Lyon and Healy Harps" in this territory. Kaufmann's is the only Department Store in America that carries a complete stock of Harps. Mr. Charles Caputo, the buyer, is responsible for this distinction.

Professor Charles O. Caputo of the Musical Instrument Department has taken on a fine line of harps and has created quite an interest in educational circles. Many Public School children visited his department to inspect these wonderful instruments.

* * *

THE CONTRACT DEPARTMENT

Mr. Malapert from the Contract Department spoke on "Fabrics" Wednesday afternoon, March 2, 1927, before The Carrick Mother's Club.

* * *

RADIO

An epidemic of wrist watches has broken out in the Radio Department, Messrs. Hornberger, Herron, O'Brien, Reynolds, Marstine, Freund, Tiernauer and Eddie Williams having purchased new models in the past month. If you don't believe it, just step into the department and ask the correct time and you will get at least a half dozen different times. This leaves Mr. Schamming the exclusive wearer of the vest pocket edition.

* * *

THE TEA ROOM

The Tea Room is responding to the call of Spring. New costumes for the girls, lovely spring flower decorations and new silk shades for the lamps, are all quite in evidence.

* * *

"FINN TIPS"

Address labels on box lids—no sales number. How're you going to deliver those shoes if the box lid gets lost? Better use your sales book every time.

March 1st—new stock—everything ship shape in the department. Let's watch out for those principal sources of leakage—mismatching pairs of shoes and "pigeoning shoes" on shelves. Fatal mistakes!

* * *

Bonus Cards mean a lot to ambitious people. A daily check-up on your sales and a squint at the bonus are the right combination—if you really care to build up your sales.

* * *

Training makes you more valuable to the store and to yourself. There's a wonderful opportunity here in our store for ambitious people!

* * *

Every one in the department is equally responsible for such things as keeping the aisles clean. Small but important things like this indicate much.

* * *

We're proud of the members of our department who are taking part in the Play. And we're proud of the store that undertakes to put on such a Play. We've all got parts in that Play whether we perform behind the footlights or not. It takes the whole store to put it over.

Yours truly,
Finn

FORBES STREET

Our new fleet of Ford Coupes presents quite a classy appearance with their nicked bumpers, wider doors and windows, and many mechanical improvements.

It takes money to make the mare go, so they used to say. And it did. But think of the money it must take to keep this fleet of trucks going:

Sixty-five Auto Cars, (2 to 3 tons) for package delivery.

Fifty-two Package Cars.

Thirteen Furniture Cars.

Eight Electric Cars.

Two Freight Cars.

Thirteen Fords.

We hear that Maxwell has been signed up as Life Guard at "Cole's Puddle" for the coming summer. Tom Cole says he knows Mack is no crack swimmer but he's so tall he can walk in and get 'em.

"Safety First and Always" was the subject of Mr. Hanlan's address given to our Drivers. Mr. Hanlan reminded the drivers that often long periods pass without the slightest accident. Then comes a regular epidemic of accidents. Apparently caution has lapsed and carelessness has taken its place. A driver can never afford to get over-confident.

Mr. Hanlan's talks are always to the point. He has the co-operation of the men and we believe the accident list is actually lessened by his efforts.

J'ever hear Maxwell tell about the time he, himself, alone and unaided *surrounded* the enemy in the war, collected their arms and marched them into camp?

Louis Denmark, one of our ambitious ones, suffered a fractured jaw bone recently in a not too friendly bout. There are many busted bones and distorted features, Louie, before you get into the elimination class—so stick to it and some day you can write your own figures on a contract.

TIERHOFF: Since I bought a car, I don't have to walk to the bank to make my deposits.

FELLOW-WORKER: Oh, I suppose you ride there now.

TIERHOFF: No, I don't make any.

Groundhog Day means a lot to Mike Meis. When the sun came out and cast unmistakable shadows in spite of Mike's prayers for a cloudy day, February 2, Mike groaned and said, "Six more weeks of chain re-pairing for me."

Dad Leece is back to work after a prolonged illness. Everyone—especially Cole and McIntyre—will welcome him back.

* * *

A "THANK YOU" LETTER

February 21, 1927

Mr. Cohen,
Care Kaufmann's
My dear Mr. Cohen:

The boy's dark blue suit has been received and is pleasingly satisfactory. Thank you so much for your careful selection and good judgment.

Sincerely,
Mrs. N. F. Harrington.

170 Evans Avenue,
Freeport, N. Y.

BOWLING

On Monday evening, February 28th, the girls of the Order Department journeyed to the North Side to meet the girls from the North Side Service Station in a Free-for-all bowling match.

It seemed that the girls from the store were in for a good trimming, as North Side had put the total up to 50 pins in the lead at the end of the second game; but when the store girls started on that last game—they sure did show some smoke! They not only picked up the fifty pins lost the first two games, but won out with an advantage over the warehouse girls by 16 pins.

It was a very exciting evening; the warehouse fellow-workers must have turned out 100% to cheer for their team, but just the same the store came through with the honors.

We look forward to another match just as soon as N. S. recovers from the first shock.

NORTH SIDE

Caruso.....	88	68	100
Newmeyer.....	68	82	60
Lanz.....	66	91	72
Trainor.....	79	82	88
Bischoff.....	57	73	63

358 396 383 1137

STORE

Rose.....	82	92	78
I. Embrey.....	88	57	77
Close.....	56	68	125
Embrey.....	63	66	82
Williams.....	59	73	87

348 356 449 1153

STORE

Haight.....	93	151	158
Roth.....	98	154	94
Drake.....	110	126	88
Stevens.....	127	109	121
Weiland.....	102	127	118

530 667 579 1776

NORTH SIDE

Battaiy.....	116	87	106
Stock.....	112	77	114
Rollinger.....	125	125	120
Bush.....	98	93	92
Croke.....	91	135	103

542 517 535 1594

Just another 3 games taken from the boys across the pond on February 28. What's the next date boys?



MEN'S BARBER SHOP

The men's barber shop is being operated for your convenience.

When you have secured permission from the proper executive in your department you may go there and avail yourself of the service.

It is not necessary for you to tip the barbers and you may be assured that there will be no difference in the kind of service rendered.

Use the barber shop, and if you have any recommendations which will help us make it serve you better, please communicate with the Superintendent's office.

Siberia

Mr. Cavanaugh reports it beautiful and even mild at times—not so bleak as commonly imagined.

Mr. Cavanaugh was asked to give his impressions of Siberia. They are presented briefly here.

Note the mustache as part of his Siberian equipment during the World War.



In this day when world travel is becoming more or less common, there are a few spots which the average traveler knows very little about. One of the most talked of, of these more or less unknown countries, and probably the most misunderstood of all, is Siberia—often called “The Prison Yard of Asia”.

Contrary to the average belief that this vast and one of the richest countries in the world is barren land. Siberia is beautiful and picturesque, and, if under the proper government and commercial supervision, would stand out as one of the foremost countries in the world. Time will eventually bring this change. Its area extends from Vladivostok, which is the largest and most important city in Siberia, to the Ural Mountains on the border line of European-Russia proper. Siberia, in itself, is such a vast area that if the United States and quite a number of small European countries were placed within her limits there would be lots of territory left over. Siberia for its size is scarcely populated, except in the largest cities and along the line of the Trans-Siberian Railroad, which is part of the great National Russian Railroad extending from Moscow, Russia to Vladivostok, Siberia.

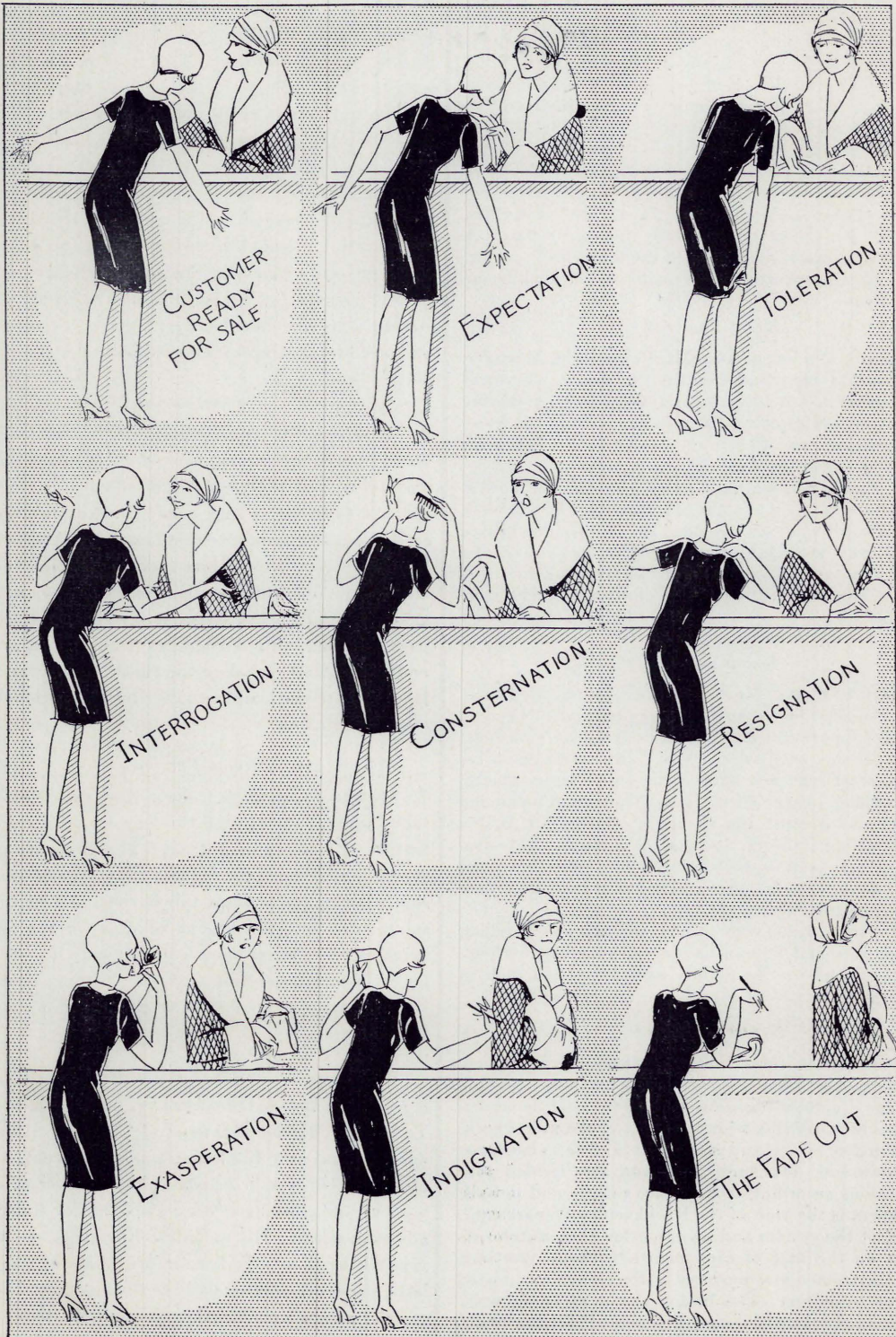
The climate in Siberia is very cold in the winter—but it is dry cold, and makes ideal conditions for winter sports. In the summer it is quite warm. At this time of the year the country is especially beautiful.

The population of Siberia consists of 60% Russians and 40% Orientals.

Mr. Cavanaugh was a member of the American-Siberian expedition during the World's War, and is shown in the uniform of that division, which consisted of the 27th and 31st Infantry Regiments of the regular army. During most of this time Mr. Cavanaugh was stationed at Irkutsk, which is the second largest city in Siberia and is 1700 miles inland.

Mr. Cavanaugh has also travelled extensively in Japan, China, Manchuria, Korea and the Philippines.

A Slow Motion Picture of a Slow Approach Or How Not to Do It in Nine Acts



KNOW YOUR STORE

EXPLANATION OF THE PICTURES SHOWN ON PAGES 8 AND 9

DID YOU KNOW THAT

1. **NORTHSIDE WAREHOUSE, Mr. Cummings, Manager.** From 230 to 260 of our fellow workers are here. This mammoth warehouse, a seven-story brick building with three whole floors given over to furniture, received 907 carloads of merchandise last year, from about 1,200 different manufacturers.

A regular print shop is in operation here, which does most of the store printing (including THE STORAGRAM). Busy workrooms are operated for carpets, draperies, awnings, the repair of furniture, pianos, radios. A tailor shop is maintained to keep the uniforms in repair. And a large carpenter makes many of our handsome store fixtures.

"Know Your Store"

2. **MARKING AND RECEIVING, Mr. Reizenstein, Manager.** An important department on the 12th Floor, where our fellow workers are busy behind the scenes, receiving and sorting new merchandise as it comes from the warehouse putting price tickets on and getting it ready for the selling departments.

Our Marking Room is a model, having the newest improvements, to make the work quick and efficient. All steel equipment has replaced the old wooden tables, and the new steel tables, mounted on casters can be moved at a touch from section to section as needed. A new machine writes the ticket and sews it on the merchandise with one operation.

"Know Your Store"

3. **AUDITING OFFICE, Mr. Friedlander, Manager.** Forty-two of your fellow workers are busy here with the vital matter of figures, for it is here that each day's business is recorded and each salesperson's sales are listed. Five sorters must sort by hand cash and charge checks, alphabetizing charge checks into ledgers and balancing cash checks against the cashier's cash and C.O.D.'s against delivery sheets. So perfect is the intricate system and so expert is each worker here that the Audit Department reminds one of a high power machine where part fits to part with perfection.

More than 1,200,000 checks a year are handled. Human eyes and human hands must deal with them. Salespeople who write plainly and accurately help in this great work.

"Know Your Store"

4. **BOOKKEEPING, Miss Foley, Manager.** Here's a busy crew with their Elliott-Fisher billing machines, posting each day's charge business with speed and accuracy. The machine, posting from the body of the sales check, makes ledger sheet and statement at the same time. Our thousands of charge accounts are divided into 75 divisions according to customer's name and initials. So efficient is the crew of the Bookkeeping Department, so perfect the system and its operation that statements go out on the first of each month without overtime. Even the tremendous business of December was posted without overtime. The better the salespeople write their sales checks, the easier they make it for the Bookkeeping fellow workers.

"Know Your Store"

5. **ELEVATOR MOTORS, Mr. Burkle, Manager.** Mr. Burkle, like the captain of a great ship, standing high aloft on the "bridge" of the vessel, rules the mighty motors that drive our 24 modern elevators. The Pent House is a fascinating place to those of us who are not mechanics. Here, for each elevator there is a full magnet control board, a motor and a governor. Everything is operated by magnet. The control is set for 400 feet per minute. Should the car exceed this speed the automatic governor checks. The governor is also a safety device, powerful, sure, and certain to bring the car to a standstill in any emergency. We are justly proud of our powerful and up-to-date elevators.

"Know Your Store"

6. **BASEMENT CHARGE OFFICE, Mrs. Swift, Manager.** Every charge transaction has to be authorized here. A dispatcher, seated on a platform above the others, first opens the carriers as they come through the tubes, and sends each to the proper authorizer. Each authorizer has charge of two big rotary files, containing thousands of names. Concentration is needed on this job for the girls have to read the sales check at a glance, note the name, amount purchased, check these with information on the rotary file and send the check back in the carrier. It's rapid fire work and we give three cheers for the girls who do it so well.

"Know Your Store"

7. **SPORTS WEAR, Miss Cohen, Manager.** Kaufmann's takes pride in sponsoring this new shop—a distinctive feature of our apparel floor. The imported models shown in this shop offer fashion's very latest versions of sports attire, as seen on the Riviera and at our own smart beaches. A full line of dress accessories that heighten the chic of sports outfits, may also be found here. Women and misses who are looking for the distinctive, are sure to find their most exacting demands satisfied here.

"Know Your Store"

8. **ADVERTISING DEPARTMENT, Mr. Angle, Manager.** To tell the merchandise news of "The Big Store", five daily papers carry Kaufmann's advertisement. A staff of 4 copy writers, 6 artists and a number of clerical workers and messengers are responsible for Kaufmann's advertisements. It's an interesting place, on the qui vive all the time. To keep informed about what other large stores are offering daily to the buying public, a file of daily papers from 20 other cities is kept in our Advertising Department.

What Chance Has a Salesperson?

The Chance to Know Human Beings, Learn Business—
Become Independent and Rich

Hundreds of the future rich, powerful and useful men of this country are working now as salespeople in stores. Thousands of young women that in the future will be independent, well equipped, able to take care of themselves are working in the stores, side by side with the young men.

The boys and girls of this country should realize that the modern store is the modern business college.

What a man or woman needs to advance in the world and succeed in business is supplied by conscientious work in the well-managed store.

To succeed you must know your fellow men. You see them and study them in the STORE as you can do nowhere else.

Their weaknesses are displayed, their curious dispositions revealed.

The young man or woman, standing behind the counter, alert, attentive, observing, can learn more of human nature in one week than the lawyer could learn in a year. The young clerk has twenty "clients" in a day. The young lawyer one in a month.

The customer, eagerly shopping, is off guard; you see the real and undisguised human nature. You see humanity as it is.

To succeed in business you must learn how to deal with human beings. It is not only that which is within you that gives success, but that which is in others—and you must learn to understand it, and so far as you need it, you must learn it.

Business success is the art of persuasion, the art of making friends, the art of producing a good impression.

These arts you learn in the modern store as nowhere else.

Fathers and mothers of intelligent boys and girls should realize that what the son or daughter needs in order to be equipped for the world's battle is knowledge of the world and the people in it.

While working in the store that knowledge is obtained safely. The young worker, the girl especially, works under the eyes of those interested in her welfare and development.

She comes in contact with men and women of the outside world under

right conditions. They want something; she is there to supply it. She goes from her home to her work and from her work to her home, safely and regularly.

Suppose you wanted your son or daughter to learn a business, which is really to learn commercial methods and human nature, and suppose that a friend said to you:

"I will take your son under my direction and observation. I will bring him in contact every day with dozens of different types of citizens—the very rich, the middle class, the classes with whom he must deal later in life, on his own account. I will make him acquainted with values, with merchandise, with methods of salesmanship, with the importance of regularity, attention, politeness. All this I will do day after day, giving him the opportunity to become a finished merchant. And while I am teaching him I will pay him, and I will look after him carefully as long as he is in my charge, give him the opportunity that I lacked when I was young—opportunity to see quickly and learn quickly all that business life is."

You would readily accept such an offer, would you not, for your son, for your daughter?

That is the offer held out by the owner of the good, well-managed store today.


Every such store is a business college. It is to the ordinary business college what a real newspaper is to a school of journalism. You can learn something in a business college and something in a school of journalism. But to be a business man you must be in a business, to be a newspaper man you must be on a newspaper.

Somebody said that a drop of salt water represented the whole Pacific Ocean, since it was only made up of such drops.

A well-managed store represents the whole world of business and is the best place for a business education, for one good store is a business world.

Young men and women, be attentive and ambitious in your store work, and success will come.

—*Detroit Times.*



The Kaufmann Players are Coming Again

The Firefly

Alvin Theater, Week of May 2

Remember how the Kaufmann Players last year made a new record for amateurs in this city, with a whole week's engagement—a thing many people said couldn't be done, till the Kaufmann Players did it? And remember how Frank Shea made those players finished performers (Frank has his own picturesque way of doing that at rehearsals!) And remember the glorious costumes and the tuneful music and the clever dancing? Well, just wait till you see this year's production. What we did last year is surpassed in every way by this year's show.

The Firefly by Friml of Rose-Marie Fame to be Revived by Trentini in New York Soon

By a stroke of good luck, Mr. Shea procured for us the Musical Comedy that is to be produced by Hammerstein, starring Trentini in New York next summer. **THE FIREFLY** has more plot, calls for more clever acting and has more tuneful music than the popular *Rose-Marie* by the same composer.

No expense will be spared to make the production the equal of any professional show—and those who saw last year's play know Kaufmann Players have the talent to put it over. You'll see the same principals who were featured last year—Ernest Malapert, Ada Minneman, Florence Schwartz, Harry Mohr and a new star with a fine voice, Wallace. They have splendid support and there's a big cast and a super-chorus.

It's Our Show and We're Proud of It

There can't be any question about the success of **THE FIREFLY** if we all get behind it and give it our full support—beginning now! It's a great musical comedy by a great composer, we've got a great coach, we've got splendid talent, and the costumes are wonderful. It's a big undertaking, but we've got a big reputation to uphold. Let's sell out the house every night.

THE FIREFLY

Alvin Theater, May 2—7
